



BROUGHT TO YOU BY THE CITY OF HAMPTON ON 1ST & 3RD THURSDAYS

Understanding the City's Budget

Part II — How the City Budget is Spent

Sargent Building Designated "Best Institutional Building" in Region

Hampton's recently dedicated Ruppert Leon Sargent Memorial Administration Building was presented the highest award for 2002 Excellence in Development Design. It won the First Honor Award for Best Institutional Building in the Hampton Roads region from the Hampton Roads Association for Commercial Real Estate (HRACRE).

HRACRE annually recognizes excellence in architectural design in the region.

"CMS Architects, PC designed a modern, high tech building that fits into the architectural context of downtown Hampton," the award documentation notes. "The building is of brick and precast concrete specially designed to match the surrounding architecture. The curved roof element ties in with the nearby Virginia Air and Space Center."

The Hampton City Administration building brings several hundred city and school division workers to downtown Hampton. Instead of paying increasing rental costs in private space for city and school employees, the city is using that money to pay the debt on the public office building. Funds being used for the new building are the same funds that were being used to pay existing leases.



INDUSTRIAL PARK DEVELOPMENT UPDATE: Hampton Roads Center North

Hampton Roads Center (HRC) North is a 470-acre business park located a mile from Interstate 64 and is adjacent to Hampton Roads Center Parkway. It represents the last major property that the city has available for new development opportunities in the office and light manufacturing industry segments.

As the third component of the overall Hampton Roads Center development, HRC North represents an opportunity for significant new real estate tax revenue, substantial business investment, and new job creation to the city.

Both Hampton Roads Center South and Central have been extremely successful and are home to such well-known companies as Nextel, Humana, NCO Financial, Computer Sciences Corporation, Schaeffler Sensors, ProSoft, and Science Applications International Corporation, as well as the new 90,000-square foot Peninsula Workforce Development Center.

The marketing efforts regarding Hampton Roads Center North will be on establishing an international transportation park. Targeted business recruitment will be geared towards the aviation/aerospace industry as well as the broader transportation industry.

The Department of Economic Development is working with several companies directly regarding possible location opportunities in Hampton Roads Center North. The department continues to leverage the marketing resources of both the Peninsula Alliance for Economic Development and the Virginia Economic Development Partnership.

Just as every family has expenses that must be met on a regular basis, so does a city.

For example, think about your increase in gasoline costs for your car. In the city's case, multiply that times all the garbage trucks, ambulances, police cars and fire trucks on the street each day.

And just as you hope for an increase in your salary to maintain your standard of living, so do city employees. Salaries account for 60% of the city budget and 90% of the school system budget. So, just providing an average raise makes the overall city budget increase significantly.

In addition, localities in Virginia are required by the state to offer mandated services – even though the state provides inadequate or no revenue to offset these costs. When this has happened in the past, City Council has enacted or raised special user fees. Examples include solid waste disposal/recycling and stormwater management costs.

Other programs' budgets are set by the state – and the city is required to help support these services. Examples include Constitutional offices, jails, social services, mental health services and youth residential placement facilities.

Virginia Cities Face a Number of Financial Challenges



Other Costs

And, yes, there are many other city priorities that need funding. The maintenance and enhancement of basic city services – the costs for vehicles, equipment, supplies, etc. – also require support. Then there are the strategic investments the community has identified as being important. This includes services to promote healthy families, neighborhood improvements, a strong business environment, etc.

In short, there are plenty of needs. Some require funding by law. Others do not, but are critical to a high quality of life.

The challenge is ensuring there is enough local revenue. Being a nearly fully developed city makes this difficult. But Hampton is not alone. All older, core cities (Norfolk, Portsmouth, Richmond, Roanoke and Newport News for example) face the same challenge.

Ways to Generate Revenue

That is why Hampton is creatively seeking ways to generate revenues. The Power Plant of Hampton Roads and the Hampton Roads Convention Center (Crossroads Project) are two initiatives that are designed to increase tax revenues by bringing new tourists into Hampton.



Tourists generate sales, meals and lodging taxes while they are here, but require little in the way of services such as schools, social services, etc.

The city is also undertaking economic development initiatives to bring new businesses and jobs to Hampton. It is promoting the development of high-value housing which generates greater property taxes.

The city is also working with our state legislature to address the inequities in our state tax structure. This includes addressing the state's failure to meet its financial obligations in the areas of education, transportation, law enforcement and human services. To learn how you can play a role in this effort, go to www.hampton.gov and click on "What's Hot."

For more information, watch Assistant City Manager Mary Bunting's "Budget 101" presentation to the Neighborhood College on The City Channel – TV 47, 6 p.m. on weeknights.

Watch your December 5 "City Page" for Part III in this series, "The Budget Deliberation Process."



Hampton Motorsports Technology Alliance Races to Attract Automotive Industry

Consider this:

- Motorsports are the second largest spectator sport in the United States.
- Attendance for the top three NASCAR series races averages 290,000 per event.
- Motorsports generate \$1.75 billion in domestic retail sales annually.
- There are more than 400,000 race employees in America

That's why the city of Hampton and three organizations have teamed up to promote the city's – and the region's – abilities to assist the high-performance

automotive industry. Known as the Hampton Motorsports Alliance, the partnership also includes NASA Langley Research Center's Office of Technology Commercialization, Old Dominion University's Langley Full Scale Tunnel and the Peninsula Alliance for Economic Development.

Since the Alliance was formed, private companies are inquiring weekly about Hampton and the region's concentration of resources. These include technology, our labor pool, development opportunities, regional automotive and transportation base, and university and workforce training programs. "The Alliance is ready to position the region as the first motorsports technology capital of North America," says Ray White, Director of Hampton Economic Development.

Discussions are currently underway with other entities, including private industry partners, to join this effort. Joint marketing materials are also being created, and the industry continues to learn more each day about the technology resources of our area. Private companies in Hampton and the surrounding region interested in joining the Alliance can call 727-6237 for more information.



COMMUNITY & EVENTS

11/23 AN EVENING WITH ARLO GUTHRIE.

8 p.m. American icon, master folk musician and storyteller Arlo Guthrie returns to the stage of the American Theatre. An international sensation since the release of *Alice's Restaurant* in 1967, Guthrie continues to delight sellout crowds wherever he performs. Tickets are \$45. All seats reserved. Call 722-ARTS for more information.



11/29-12/1 THE SPENCERS:

THEATRE OF ILLUSION. Virginia's own award winning husband and wife team, Kevin and Cindy Spencer, bring an all-new, state-of-the-art illusion and magic show to the American Theatre for the holiday weekend. Tickets are \$15 and \$20, half price for children under 12. Suitable for all ages. All seats reserved. Call 722-ARTS.

12/3 CLEAN CITY COMMISSION.

3:30 p.m. Neighborhood Office Conference Room (5th floor, City Hall). For more information, visit the web site at www.hampton.gov/hccc

12/4 SCHOOL BOARD.

7:30 p.m. Jones Magnet Middle School, 1819 Nickerson Boulevard. For more information, visit www.sbo.hampton.k12.va.us

12/5&6 SANTA'S ATTIC CRAFT SALE.

9 a.m.-5 p.m. A unique opportunity for area senior citizens to sell handmade crafts – everything from quilts to jewelry will be available for purchase. Fee for space. City Hall lobby, 22 Lincoln Street. Sponsored by Parks and Recreation. For more information, call 727-8311.



News and information in *City Page* shows your tax dollars at work. It combines information from city departments into one place, saves money and is timelier than previous newsletters. *City Page* is brought to you by the Public Communications Division of the City of Hampton.

PHONE (757) 727-6893
EMAIL pubcomm@hampton.gov
ADDRESS City Hall, 22 Lincoln Street
Hampton VA 23669

Sign Up for eNews!



Want a fast way to get city information? Hampton eNews is the answer!

eNews is a free, subscription e-mail service that offers users a choice of topics – everything from parenting classes to business news and more. Hampton is the first Peninsula local government to offer this service.

To subscribe, go to www.eNews.hampton.gov.